

# Liquor Chronicles

Department of Revenue

Liquor Distribution Team

September 2002

## Meet the Agents\*

**By Mickey Carlson**  
Customer Service

### Store #172

Steve and Pat Haley purchased the Victor agency liquor store in February of this year. According to the Haleys, neither of them had any retail experience and little background in the liquor business. Steve bought and sold trucks and heavy equipment and prior to that he was in the commercial construction business. Pat was a purchasing agent for many years in the graphic arts and steel industries. She enjoys painting and has attended many large painting conventions throughout the United States. They feel some of their previous experience transfers to the liquor industry.

The Haley's see a lot of potential in the Bitterroot Valley stemming from the tremendous growth in the area. Both enjoy meeting and dealing with customers. They pride themselves on having the finest selection of scotch whiskey in the Bitterroot. They cater to natives of the valley and to the influx of people from other areas that are accustomed to high-end or top-shelf distilled spirits. The store also features a selection of Montana wine and beers, as well as other fine wines and domestic and import beers. The Haley's have no employees; they cover all aspects of the business themselves.

If you are ever in Victor, the Haley's invite you to stop by their store and say hi.

*\*Please contact Mickey Carlson (800) 332-6135, option 2, for more information on this feature.*

## Cases Sold

*Cases of liquor sold June 2002 compared to June 2001*

	<i>Cases</i>	<i>Units</i>	<i>Repack Cases</i>
2002	39,374	35,994	2,518
2001	39,750	29,977	2,328
<b>Difference</b>	<b>-376</b>	<b>+6,017</b>	<b>+190</b>

*Cases of liquor sold fiscal year 2001 compared to fiscal year 2002*

### Fiscal Year 2001

Total Gross Sales	\$58,844,284
Cost of Goods Sold	\$33,666,541

### Fiscal Year 2002

Total Gross Sales	\$62,514,926*
Cost of Goods Sold	\$35,766,944*

\*6.24% increase

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# Product Updates

## Discontinued

- Glenrothes 82  
100-5085-75
- Old St. Andrews Clubhouse Scotch  
101-5686-75
- Swiss Chocolate Almond  
135-74386-75
- Tequi Loco  
398-63405-35
- Stoli Zinamon Vodka  
265-34890-75

## Number Changes

- Courvoisier VS  
Old: 351-47785-75  
New: 351-47786-75
- Courvoisier VS  
Old: 351-47784-37  
New: 351-47785-37  
12 pack @ \$14.45/bottle

## Price Changes

- Arrow Peppermint Schnapps  
480-80577-10  
Was: 12 pack @ \$8.05/bottle  
Now: 12 pack @ \$6.95/bottle
- Cazadores Reposado  
499-89121-75  
Was: 12 pack @ \$38.60/bottle  
Now: 12 pack @ \$33.60/bottle
- Margaritaville Teq Blanco  
498-88037-10  
Was: 12 pack @ \$17.95/bottle  
Now: 12 pack @ \$18.15/bottle

## Trivia

The strongest proof any alcoholic beverage can be is 190% (or 95% alcohol). At higher proofs, the beverage draws moisture from the air and self-dilutes.

## MTA Convention

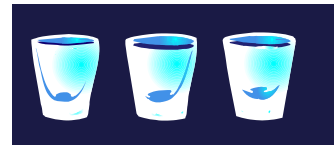
Liquor Distribution Team members Shauna Bingham, Mickey Carlson, Brett Wiensch and Steve Swanson will be attending the MTA Convention held September 9-12 in Livingston at the Yellowstone Inn. The Liquor Distribution Team plans to meet with liquor store agents and liquor representatives, as well as present a liquor education seminar. The presentation will be a sample of the "*Service of Alcohol in Difficult Situations*" training which will be offered in several communities throughout the state over the next year. The presentation is scheduled for Wednesday, September 11 at 11:00 a.m. Liquor store agents are invited to attend. The room number will be posted at the convention.

## Price Changes (continued)

- Margaritaville Teq Oro  
499-89496-75  
Was: 12 pack @ \$14.95/bottle  
Now: 12 pack @ \$15.50/bottle
- Margaritaville Teq Oro  
499-89498-17  
Was: 6 pack @ \$30.95/bottle  
Now: 6 pack @ \$29.85/bottle

## Open Invitation

If you are in the Helena area and would like a tour of the liquor warehouse, please give us a call at (800) 332-6135. Steve and Pat Haley recently visited with us and said it was "interesting to see the other end of the business and meet the employees."



## Leading Brands in the Control States

		Rum					
Brand	Supplier	2001 (*)		2002 (*)		% Change	
		Control States	Montana	Control States	Montana	Control States	Montana
Bacardi	Bacardi USA	1,510,064	16,680	1,546,377	16,894	2.40%	1.27%
Captain Morgan	Diageo	763,992	12,326	854,403	13,344	11.80%	7.63%
Castillo	Bacardi USA	229,983	2,771	245,812	2,793	6.90%	0.79%
Monarch Rum	Laird & Co	150,738	N/A	155,312	N/A	3.00%	N/A
Malibu	Allied Domecq	129,421	4,260	138,770	4,154	7.20%	-2.55%
Ronrico	Jim Beam Brands	82,178	53	86,414	70	5.20%	24.29%
Jacquín Rum	Charles Jacquín	60,695	N/A	62,282	N/A	2.60%	N/A
Myers's	Diageo	58,514	732	58,462	764	-0.10%	4.19%
Aristocrat Rum	Heaven Hill	57,447	N/A	58,160	N/A	1.20%	N/A
Montego Bay	McCormick	51,841	N/A	55,878	N/A	7.80%	N/A
<b>Total Leading Brands</b>		<b>3,094,873</b>	<b>36,822</b>	<b>3,261,870</b>	<b>38,019</b>	<b>5.40%</b>	<b>3.15%</b>
<b>Total Rum in the Control States</b>		<b>3,595,347</b>	<b>45,482</b>	<b>3,809,185</b>	<b>50,894</b>	<b>5.90%</b>	<b>10.63%</b>

Source: Adams Business Media Research Database from NABCA data \*Last 12 months ending 3/31  
The control states consist of Alabama, Idaho, Iowa, Maine, Michigan, Mississippi, Montana, New Hampshire, North Carolina, Ohio, Oregon, Pennsylvania, Utah, Vermont, Virginia, Washington, West Virginia, Wyoming and Montgomery County, Maryland.